# WILLIAM'S CUTLERY
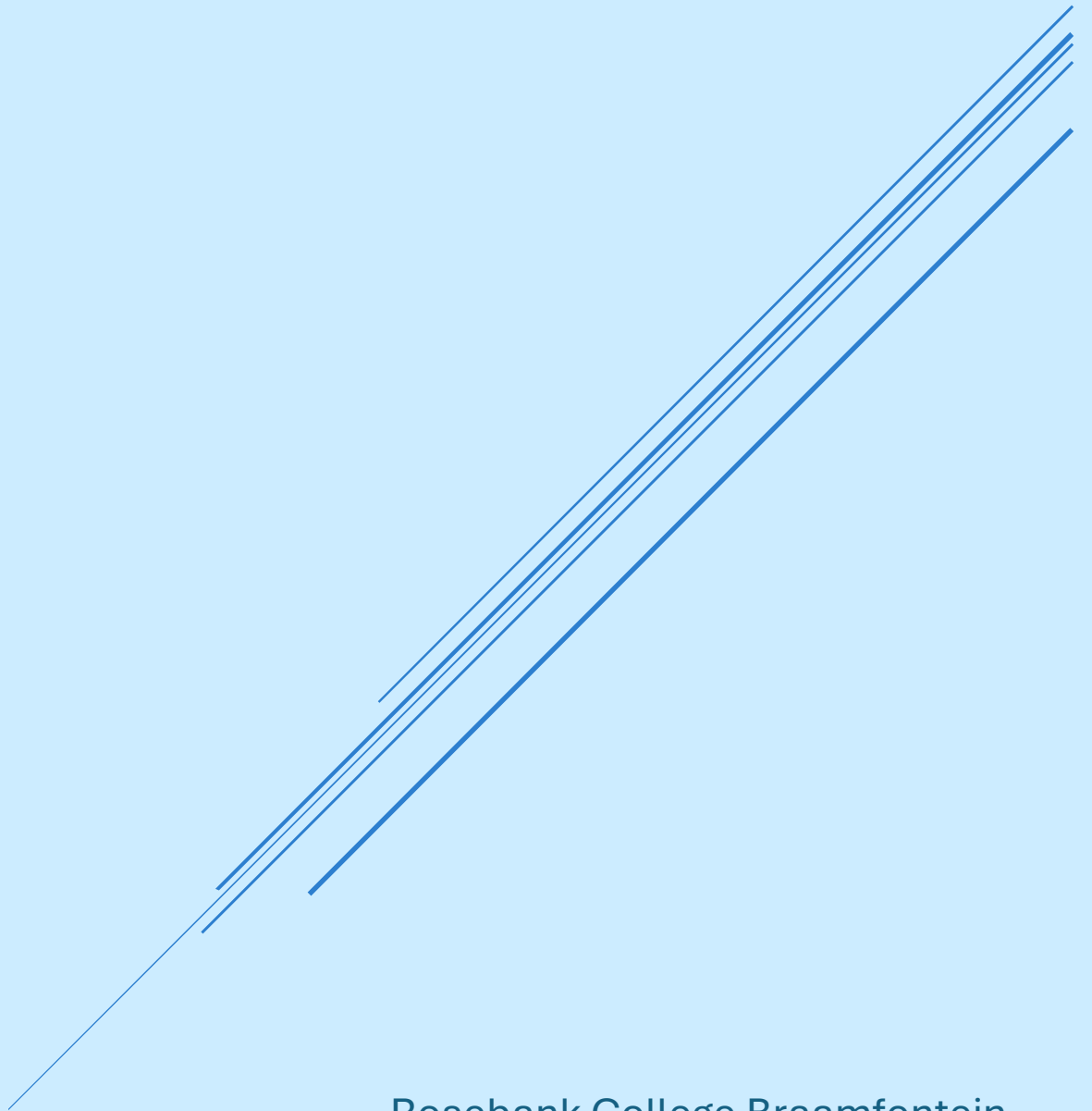
ST10491075

Rosebank College Braamfontein
Web development

# Table of Contents

# 1)Organization Overview:

Name: William's Cutlery



*Slogan 1:Fine Dining*

William's Cutlery was founded in 2025 by William Molauzi who was passionate about providing goods and services for people. He started of as a small business owner and has now expanded his business worldwide by selling different types of goods to people and other companies.

## Mission and Vision:

The mission of William's Cutlery is to provide high quality, durable and sustainable cutlery. We want to make sure that every meal you take will put a smile on our customer's face after eating a meal using our cutlery. The vision that we have for our company is to be the world's leading supplier of cutlery products making sure that our brand is noticeable in every restaurant, household, schools etc.

## Key Objective:

In the next upcoming months, we will be increasing our brand awareness by engaging more with our customers, make content creation for our products. We will be collaborating with other bigger brands in the cutlery industry which will help us expand our brands worldwide.

## Target Audience:

My target audience is homeowners, restaurant owners, gift buyers, schools etc.

## 2)Website Goals and Objectives:

The objective and goals are to provide a well-presented website where customers can browse and purchase a wide range of quality cutlery products. The website aims to offer detailed product descriptions, customer reviews, and clear images to help buyers make informed decisions. It seeks to enhance the shopping experience by ensuring fast, secure checkout, multiple payment options, and reliable delivery services. Long term goals include building brand trust, driving repeat business, and establishing the website as a go to destination for quality cutlery.

## Key Performance Indicators:

Key performance indicators will include checking sales revenue, conversion rates, and average order value, while also focusing on customer feedback and website traffic. We'll also be monitoring inventory turnover, order fulfillment time, return rates, and profit margins to help ensure smooth operations and profitability, all contributing to better overall customer experience and business growth.

## 3)Current Website Analysis:

Strengths of my website are detailed product descriptions, customer reviews for trust building, and easy navigation for good user experience.

Weaknesses include limited customer interaction with the products, high return rates due to certain preferences, and slow website load times.

To improve these weaknesses, we will offer 360-degree product views, improve product imagery and provide multiple customer support channels like live chat or FAQs.

## 4)Timeline:

The project will take approximately a week to complete starting from the 31st of March 2025 to the 7th of April 2025.

## 5)Budget:

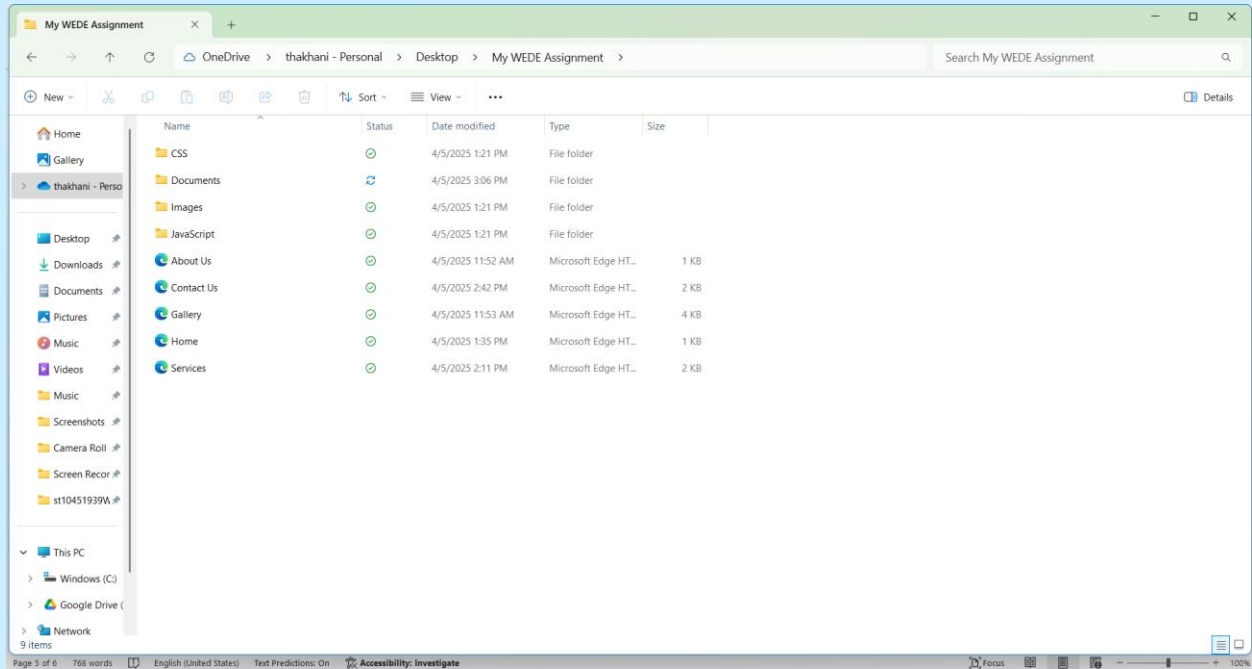The budget for the website will be R2 500 000.

## My folder structure:



*Figure 1:My folder Structure*

## I have created 5 webpages which are:

- Home

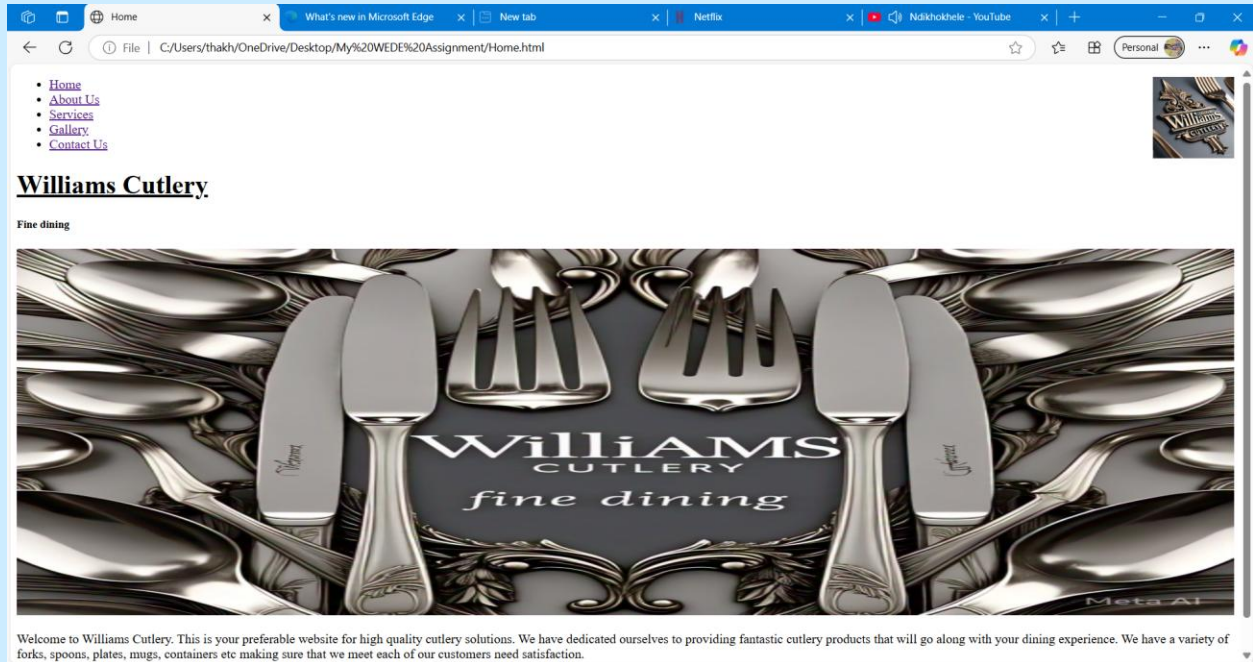- About Us

- Services

- Gallery

- Contact us

## Home:



*Figure 2:Home Page*

- In the home webpage you'll find information about William's Cutlery what it aims to do and how it differs from other business that are also selling cutlery and providing goods and services to people. It will show the business started as a small business and has reached greater heights where it is right now.
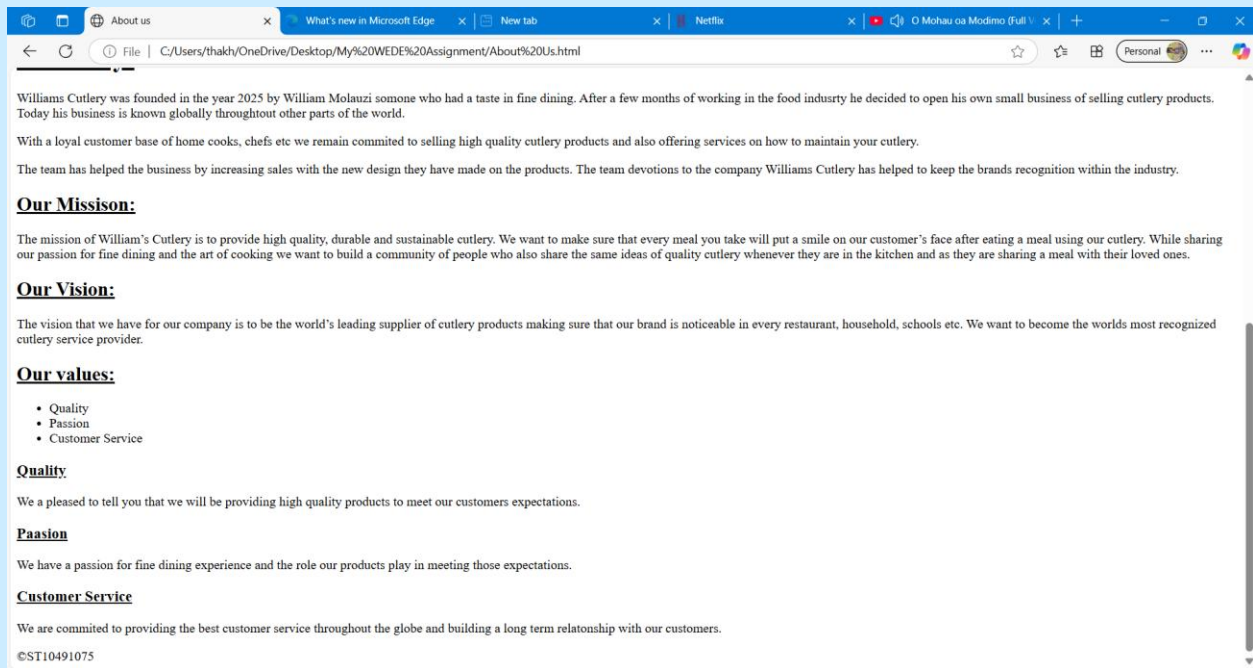
## About Us:



*Figure 3:About Us Page*

- The page about us will consist of the business background story and how it got to where it is at this present moment. I wrote about the manager, staff members, the CEO etc. At William's Cutlery we believe that good dining experiences start with the best cutlery. With our determination and the thrive we have we design and create quality cutlery that adds functionality with timeless elegance. Every cutlery in our collection is specially made using quality materials to make sure that our customers are always satisfied with the product we are providing them with. Whether it's for everyday dining or special occasions, our cutlery is made for you to enjoy your food. The website aims to offer detailed product descriptions, customer reviews, and clear images to help buyers make informed decisions.
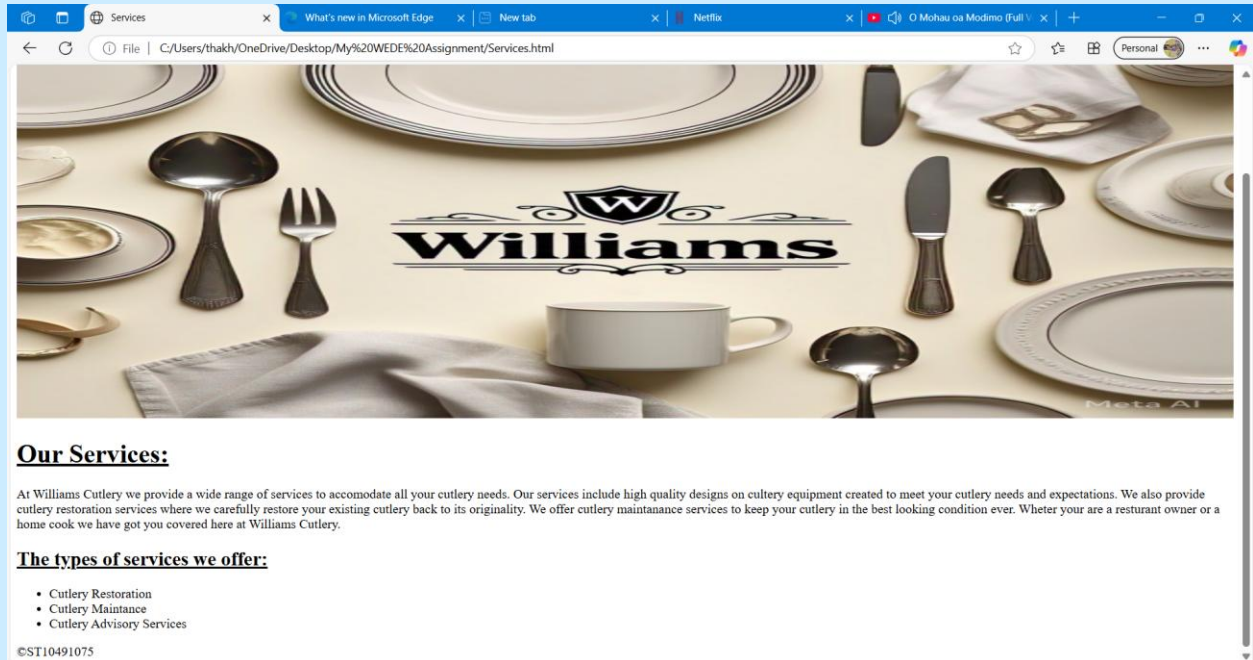
## Services:



*Figure 4:Services Page*

- In this services webpage it will give more information regarding the services the business provides to other companies and enterprises around the world.  It supplies goods and services to people who make use of cutlery equipment in their household, school, business etc.
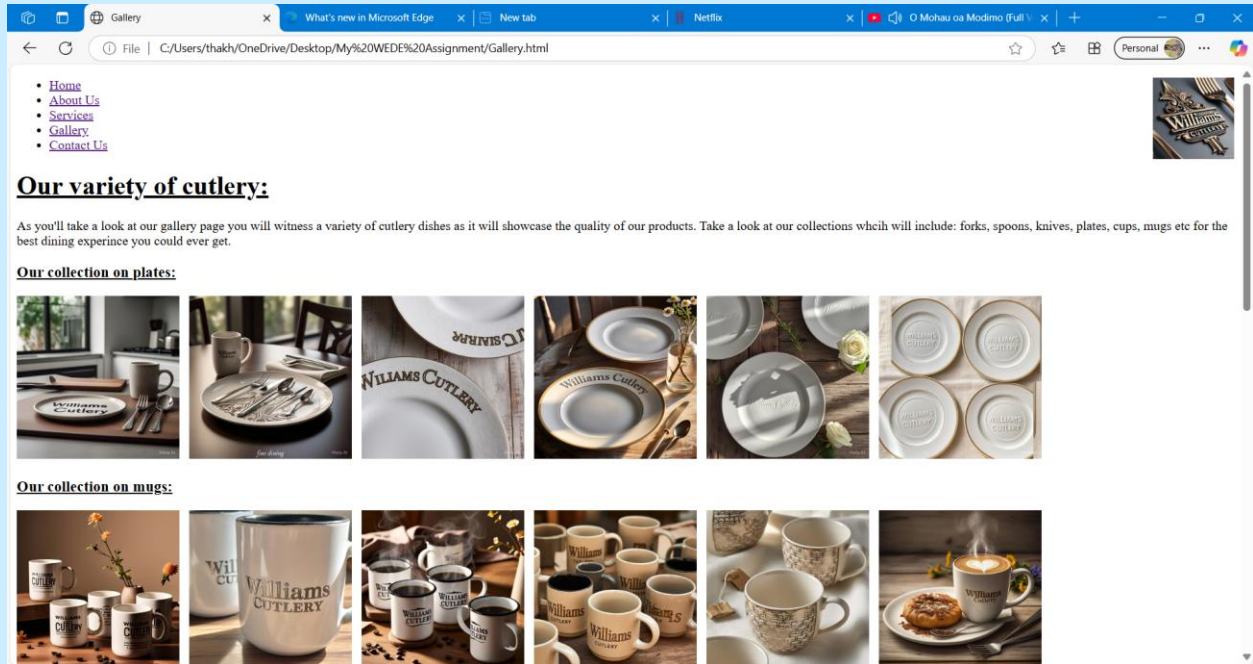
## Gallery:



*Figure 5:Gallery Page*

- In this webpage, it is where you'll find images and videos relating to William's Cutlery. You'll find descriptions regarding the cutlery and how different the cutlery is from each other.
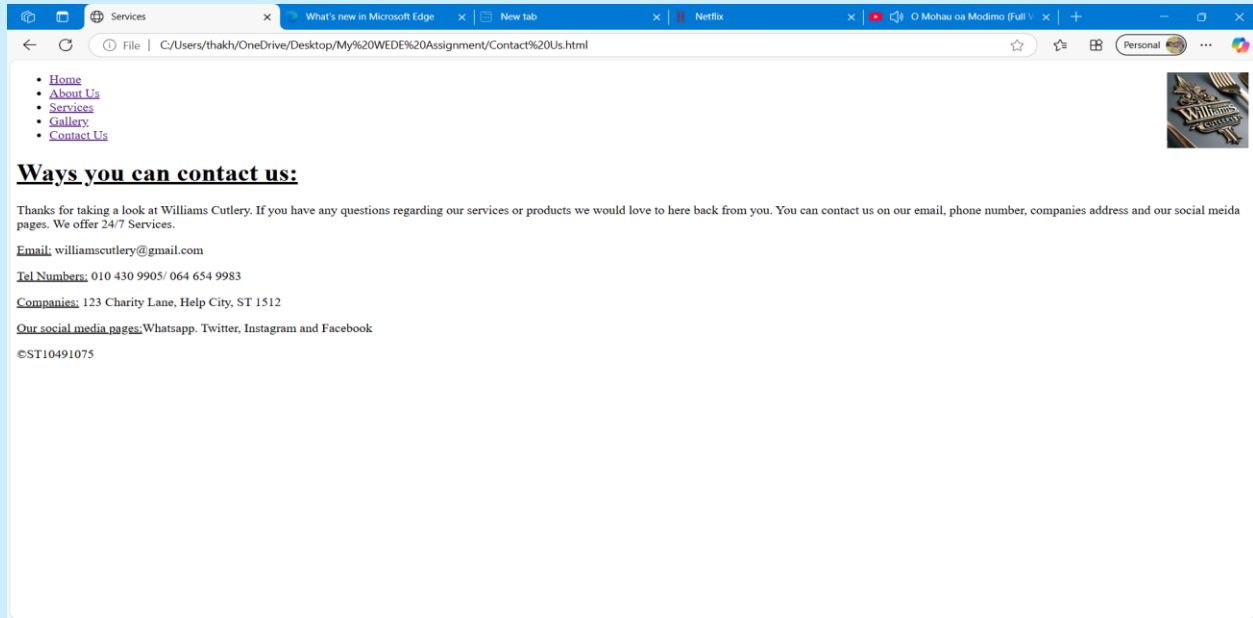
## Contact Us:



*Figure 6:Contact Us*

- In the contact us webpage, it is where you will find information where you'll be able to contact William's Cutlery. Its is where the you get our email address, phone numbers, social media pages etc.

## GitHub:

## Referencing: